

# A Systematic Literature Review on Artificial Intelligence in Customer Relationship Management

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**Abstract:** *Objective -This paper offers a systematic assessment of the area considering the recent advancements in Big Data and artificial intelligence (AI) technological solutions in customer relationship management (CRM), thereby exposing gaps and outlining possible avenues for future research.*

*Research Methodology - The systematic review was conducted on the reporting checklist of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). A search of Scopus and other related literature returned 1269 articles; 45 papers were included following screening using the pre-determined criteria.*

*Findings – The outcomes of the systematic literature review allowed the authors to identify three main subfields of the AI literature within the CRM domain: Big Data and CRM as a database, AI and machine learning techniques applied to CRM activities, and strategic management of AI-CRM integrations. Additionally, each of these subfields was identified as having promising directions for future research and development. Also established in this work is a three-step conceptual model for AI deployment in CRM. Managers can use this model to create a successful strategy, while academics can use it to deepen their study of the topic.*

*Implications - Companies are recognizing the significance of data to gain an expanding amount of comprehensive information about their customers and the power of Big Data analytics to improve the decision-making process due to the growing interest in value creation from incorporating Big Data into CRM decisions. Researchers should delve deeper into this issue by looking into how to first measure the return on Big Data applied to CRM and SCRM investments, and then how to maximize it, as companies are increasingly investing resources in Big Data and social media without fully acknowledging the return on these investments. The change in perspective spanning strategy and technological advancement progress demonstrates the expanding desire in carrying out a fresh look at how technology interacts with society's CRM approach. Additionally, we pinpoint three key issues that can be covered later on: Chatbots, IoT, and the customer journey..*

**Keywords:** Artificial Intelligence, Customer Relationship Management, Customer Experience, Big Data, Systematic Review

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